



The Board of Park and Recreation Commissioners of Mecklenburg County, North Carolina, met at the Marion Diehl Recreation Center, located at 2291 Tyvola Road, Charlotte, NC, September 13, 2011 at 6 p.m.

PRC MINUTES
September 13, 2011

ATTENDANCE

PRC Present:

Rob Brisley, Chair
Kendel Bryant, Vice-Chair
Elaine Powell, Executive Secretary
Charlie McRee,
Ed Barnhart
Jeff Tarte
Joe Pata
Doug Burnett
Staff: Jeff Robinson, Division Director of Park Operations
– Sitting in for Jim Garges

PRC Absent:

Norman Mitchell
Phil Carey
Brenda McMoore – Working the Voting Poles
Beverly Lawston

Jim Garges

Call to Order:

The meeting was called to order at 6:10 p.m. by Chair Rob Brisley, which was followed by the pledge of allegiance and introductions of each commissioner.

Welcome and Introductions:

James Alsop, Division Director of Enterprise Services, welcomed the Park and Recreation Commission to the Marion Diehl Recreation Center. He then recognized Malcolm Sanders, Facility Manager, to introduce staff. Staff present was:

- Ivan Cohen
- Frederick Githae,
- Andrew Cline
- Eric Duncan
- Pat Daly

Proclamations and Awards: None

Public Appearance - None

Program Presentation – 2011 Aquatic Update

Terri Stowers, Facility Manager of the Central Corridor, and April Berry, Director of Education and Outreach for North Carolina Dance Theatre (NCDT) presented on the NCDT REACH program. This program makes quality dance training accessible to minority, male and female students, with evidenced financial need and little if any previous dance experience, who demonstrate a natural talent for movement and the potential to be trained in dance. The program affords children the opportunity to access quality dance training in their neighborhoods. Training is free of charge and promotes self-esteem, discipline, a strong work ethic and an appreciation for the arts. This program is offered to a total of 120 participants at Naomi Drenan, Ivory Baker, Bette Rae Thomas and Albemarle Road Recreation Centers. This partnership is in its third and final year of funding through the Women's Impact Fund. Future funding options are now being explored. This program partnership won a NACo award.

Ms. Berry shared a short video of some of the students expressing what this opportunity has meant to them. She also shared that the program includes 29 weeks of dance lessons free of charge, provides dance attire to all of the participants, transportation by a private transportation company from the schools to the recreation centers and performance tickets for them and their families. She also shared that the program provides the NCDT with a way to identify and train local talent in the hopes that they will ultimately join the dance company. April said the Women's Impact Fund has been thrilled with the outcome of the program.

Appointments –Advisory Councils – Applicants

Central Region: ***Motion was made** by Commissioner McRee to appoint **Walter Turnbull** to 1st full term, 9/2011 – 6/2014, which was seconded by Commissioner Pata and approved unanimously.*

Athletics: ***Motion was made** by Commissioner Pata to appoint **Jude Harding** to a 1st full term, 9/2011 – 6/2014, which was seconded by Commissioner McRee and approved unanimously.*

Director's Report –Jeff Robinson, Division Director of Park Operations

Romare Bearden Groundbreaking: Jeff shared that the recent ground breaking for the Romare Bearden Park was a great success.

Lincoln Heights Playground and Park Build: Jeff said this build, a partnership with Hands on Charlotte, and the 911 ceremony went very well. Staff stepped up with Lori Saylor and the volunteer effort, the Park Operations staff with the prep and all those that worked on the build. The 911 event on Sunday was very moving and very well done and was back dropped by many of the neighborhood children playing and enjoying the park.

Chair Brisley asked if another build was planned. Jeff responded they would look at the Master Plan and see if there was a neighborhood park that we could take on in the upcoming year. Two smaller community builds; the replacement of the playgrounds at Lakewood and Chantilly neighborhood parks, will be next.

Chair Brisley asked for a basic timeline for Romare Bearden Park.

Lee Jones, Division Director of Capital Planning responded that the goal is to have Romare Bearden substantially complete within 12 months. The entire construction team meets weekly or bi-weekly, including Park Operations, Planning, Real Estate Services, Contractor and LandDesign to make sure that we keep things moving forward.

Chair Brisley asked for a refresher on the basic budget. Lee responded \$11 million. Commissioner Tarte expressed that it would be important for the County to have that time line in order to have the park complete at the time of the Democratic National Convention. Lee said that when submitting this project for approval under the capital improvement process, it was important that all were reminded that this park project is part of the 2010 Master Plan, the 2020 Vision Plan and was approved in the 2004 bond referendum, however, having the park substantially complete in time for the DNC will make opportunities available for filming, events and participation in putting on the finishing touches to the park.

Commissioner Powell asked about our role with regards to Robbins Park. Lee Jones responded that this was a project that started in 2004 in partnership with the Town of Cornelius. The location of the park moved as the result of an agreed upon land swap with a housing developer. All components were endorsed by the PRC and approved by the BOCC. The grand opening celebration for Robbins Park is set for Saturday, September 10, 2011.

Chair Brisley asked about the next park opening. Lee responded that it would probably be Metro Park. This park is part of the Little Sugar Creek Greenway and should be complete in 4 – 6 months and will complete the urban component of this section of the Greenway.

Chair Brisley asked about the status of First Ward Park. Lee Jones responded that progress on this park has slowed down significantly. Daniel Levine, who had agreed to build the parking deck for UNCC and public use, no longer feels it is financially viable. He will be meeting with the City and County to see to what degree they will allow the agreement to be revised. Consequences to be addressed would be the loss of the excavation dirt, which was going to be used to bring the park to the grade as designed, and the loss of parking for the public and UNCC. An update will be forthcoming following the meetings to discuss the agreement revision.

Chair Brisley noted the Alexander Street Park project, in partnership with Siegel Point Housing and Trinity School, appears to have been a very good decision as the school is using the park extensively. Lee noted that it also made it possible to expand the park and bring the greenway in and provide some additional active amenities.

PRC Chair Report/Commissioner Updates

Consent Items:

***Motion was made** by Commissioner Mitchell to approve all consent items, including the August 9, 2011 PRC Minutes, which was seconded by Commissioner McRee and approved unanimously.*

Staff and PRC Reports and Requests

13. Balanced Scorecard Overview: Mario Chang, Senior Fiscal Administrator gave an overview of the Balanced Scorecard, a strategic planning and management system used by the County to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organizational performance against strategic goals. Mario said that the process goes through some aspects of measurements that are basically department

wide and therefore used by the Manager's office to assess the Director's (Jim Garges) achievements. Mario explained that perspectives are gathered from survey results, both internal and external, and internal reports. Results of the FY2011 Balanced Scorecard, the Budget Evaluations Survey Tool (BEST), the Employee Climate Survey and the Community Survey were all discussed. Discussion followed on topics of field fee increases, safety concerns by region of the County, consequences of deferred maintenance and concern of loss of athletic events to other neighboring counties.

Commissioner Pata said that the CRVA is bidding out the State Games again to four different cities: Greensboro, Raleigh, Winston Salem and Charlotte. Revenue generated when the State Games were in Charlotte in 2010 was 3.2 million in economic benefit.

Mario also covered some basic information on the County's Financial Management Services Assessment with Deloitte Consulting.

NOTE: The entire PowerPoint presentation, including the results of the above mentioned results and surveys, can be found in the September, 2011 PRC Minute's Binder, **Section 13**, housed in the Director's office.)

PRC Reports and Requests:

Commissioner Pata asked for information on the cost of maintenance for athletic fields.

Commissioner Barnhart reminded the board of the joint meeting of the Greenway Advisory Council and the South Park Region Advisory Council at Davie Park at 6:30 on September, 26. This is a public workshop to discuss the McAlpine Creek trail project.

Commissioner Powell reported on her Park adventures during the previous month. She took Kayaking 101 at Reedy Creek Nature Preserve, visited Bradford Regional Park in Huntersville as well as Ramsey Creek. She went to the Reedy Creek Hummingbird Festival and took a nature hike through Latta, Cowan's Ford and Rural Hill and the Amazing Maize Maze. Commissioner Powell thanked Commissioner McRee for advocating to the Sierra Club on behalf of the Department, and must have done a really good job because she attended their last meeting and they voted on adopting Ribbon Walk Nature Preserve, which was unanimous. She also reported on the Citizens Board Member Forum in Greensboro, which she attended with Director Garges. She said the biggest thing she learned was about how important it was to increase the fees for special amenities and programs.

Commissioner Pata asked for a map indicating the BOCC Districts and PRC regions along with the top two or three project in each of the BOCC Districts.

Chair Brisley asked for a meeting to be set for the PRC prior to the regularly scheduled PRC meeting to review the 2008 Master Plan.

Adjournment

The meeting adjourned at 7:45 p.m.